










# Exhibit A

# Publishers Clearing House Magazine Buyers Mailing List

Publishers Clearing House offers promotionally responsive and credit-worthy buyers of magazine subscriptions generated from PCH's various sweepstakes mailings.

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| SEGMENTS  |                             | COUNTS THROUGH 06/30/2022 | POPULARITY: ***** 100  |
|---|-----------------------------|---------------------------|--|
| 647,541   | TOTAL UNIVERSE / BASE RATE  | \$100.00/M                | MARKET: CONSUMER   |
| 7,500   | AVG. MONTHLY HOTLINE BUYERS | + \$15.00/M               | CHANNELS:                                       |
| 20,000  | QUARTERLY HOTLINE BUYERS    | + \$10.00/M               | SOURCE: DIRECT MAIL SOLD   |
| 5,000   | MONTHLY CHANGE OF ADDRESS   | + \$15.00/M               | PRIVACY: UNKNWN  |
| DESCRIPTION   |                             |                           | DMA?: YES - MEMBER   |
| Publishers Clearing House offers promotionally responsive and credit-worthy buyers of magazine subscriptions generated from PCH's sweepstakes mailings. 100% direct mail sold. These buyers have purchased from over 100 popular titles in a wide variety of interest categories. |                             |                           | STATUS: PREFERRED PROVIDER   |
|   |                             |                           | GEO: USA   |
|   |                             |                           | GENDER: 70% FEMALE 30% MALE  |
|   |                             |                           | SELECTS  |
|   |                             |                           | 1 - \$20 \$10.00/M   |
| Ideal prospects for magazine subscriptions, general merchandise, publishing, fundraising, credit card, home, garden, ethnic, children, family, education, music and book clubs, health and fitness, mature, travel , hobbies, collectibles, and sports offers.                    |                             |                           | KEYING \$2.00/M  |
|   |                             |                           | MULTI-BUYERS/NEW TO FILE \$10.00/M   |
|   |                             |                           | OVER \$20 \$20.00/M  |
|   |                             |                           | PAID \$10.00/M   |
|   |                             |                           | RUNNING CHARGES \$10.00/M  |
| PROFILE/DEMOGRAPHICS:   |                             |                           | STATE/SCF/GENDER \$5.00/M  |
|   |                             |                           | SUBSCRIPTION CATEGORIES \$10.00/M  |
|   |                             |                           | ZIP \$10.00/M  |
|   |                             |                           | ZIP +4 \$3.00/M  |
|   |                             |                           | ADDRESSING   |
| GENDER: 70% Female; 30% Male  |                             |                           | KEY CODING \$2.00/M  |
|   |                             |                           | SECURE FTP \$50.00/F   |
|   |                             |                           | RELATED LISTS  |
|   |                             |                           |  I-BEHAVIOR DATABASE                          |
|   |                             |                           |  PROFILE AMERICA POSTAL AND EMAIL MASTERFILE  |
| SOURCE: 100% Direct Mail  |                             |                           |  PUBLISHERS CLEARING HOUSE MERCHANDISE BUYERS |
|   |                             |                           |  CAROL WRIGHT GIFTS CATALOG BUYERS            |
|   |                             |                           |  AMERIMARK ENHANCED MASTERFILE                |
|   |                             |                           |  ALLIANT DIRECT AUDIENCES - MASTERFILE        |
|   |                             |                           |  AMERILINK CONSUMER DATABASE                  |
| AVERAGE SALE: \$30.00   |                             |                           |  DR. LEONARD'S HEALTHCARE                     |
|   |                             |                           |  |
|   |                             |                           |  |
|   |                             |                           |  |
|   |                             |                           |  |
| The file is selectable in a variety of ways including: Subscription Category, New to File, Multibuyers, COA's, Paid and Dollar Amount (\$0-\$20; \$20+; \$30+; \$40+).  |                             |                           |  |
|   |                             |                           |  |
|   |                             |                           |  |
|   |                             |                           |  |
|   |                             |                           |  |